

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Claims**

1) to 38) (Cancelled)

39) (New) A system to control the display of multimedia content on a plurality of out-of-home remote visual display systems connected together via a broadband network, each of said visual display systems comprising an electronic multimedia display operatively connected to an associated display controller, said electronic multimedia display being arranged to be viewable by a plurality of passers-by, each of said display systems being adapted to cycle through a playlist of multimedia content, each of said playlists being generated and transmitted to each of said display systems by a control system, said control system comprising:

- a) first module for determining the availability of air time periods in each of said playlists of each of said visual display systems;
- b) second module for receiving and storing said multimedia content of multimedia content providers;
- c) third module for receiving and storing data related to multimedia content preferences of said multimedia content providers;
- d) fourth module for receiving and storing data related to air time period preferences of said multimedia content providers;
- e) fifth module for automatically generating new playlists based on said air time period availability, said multimedia content, said multimedia content preferences, said air time period preferences;
- f) sixth module for transmitting said newly generated playlists and said multimedia content to each of said visual display systems.

- 40) (New) A control system as claimed in claim 39, characterized in that each of said visual display systems further comprises a module for requesting the transmission of said multimedia content or part thereof if said multimedia content or said part thereof is not available on said display controller.
- 41) (New) A control system as claimed in claim 39, characterized in that it further comprises a seventh module for receiving and storing demographic data related to the geographic location of each said visual display systems, whereby said fifth module automatically generates new playlists based on said air time period availability, said multimedia content, said multimedia content preferences, said air time period preferences and said demographic data.
- 42) (New) A control system as claimed in claim 39, characterized in that it further comprises a seventh module for determining, for each of said playlists, the duration of any unreserved air time periods, whereby said fifth module automatically generates new playlists based on said air time period availability, said multimedia content, said multimedia content preferences, said air time period preferences, and further fills each of said unreserved air time periods with multimedia content compatible with said multimedia content preferences.
- 43) (New) A control system as claimed in claim 39, characterized in that it further comprises a seventh module for determining, for each of said playlists, the duration of any unreserved air time periods, whereby said fifth module automatically generates new playlists based on said air time period availability, said multimedia content, said multimedia content preferences, said air time period preferences, and further removes each of said unreserved air time periods for said playlists.
- 44) (New) A control system as claimed in claim 41, characterized in that it further comprises an eighth module for determining, for each of said playlists, the duration of any unreserved air time periods, whereby said fifth module automatically generates new

playlists based on said air time period availability, said multimedia content, said multimedia content preferences, said air time period preferences and said demographic data, and further fills each of said unreserved air time periods with multimedia content compatible with said multimedia content preferences.

- 45) (New) A control system as claimed in claim 41, characterized in that it further comprises an eighth module for determining, for each of said playlists, the duration of any unreserved air time periods, whereby said fifth module automatically generates new playlists based on said air time period availability, said multimedia content, said multimedia content preferences, said air time period preferences and said demographic data, and further removes each of said unreserved air time periods for said playlists.
- 46) (New) A system as claimed in claim 39, wherein said broadband network is a satellite network.
- 47) (New) A system as claimed in claim 39, wherein said broadband network is a bidirectional network.